



Water Replenishment with WWF (Great Britain)

Since 2012, together with The Coca-Cola Company and funded by The Coca-Cola Foundation, we have supported WWF UK on a variety of projects in East Anglia and South East England. Our first project, to protect and replenish the Rivers Cray and Nar, was followed by a three-year partnership in the Cam-Ely-Ouse and Broadlands – two major river catchments in East Anglia. Intensively used for growing sugar beet, these areas see many of their rivers suffer from agricultural pollution and failing to meet European Water Directive targets. To help improve the water quality and availability in the region, we are working with farmers to help them establish more soil-sensitive farming practices, reduce the negative impact on local rivers and grow their crops more sustainably.



Sustainability Action Plan

ACTION ON WATER

In 2018, this partnership was expanded for a further three years, allowing this innovative work to keep going in the East Anglia region. Together with partners at Norfolk Rivers Trust and The Rivers Trust, we will continue to focus on improving river health through encouraging sustainable soil-sensitive farming practices, while encouraging other businesses who source from the catchments to join us so that the work can grow and scale.

In addition, we are working to replenish surface and groundwater in chalkland environments in London and the South East. In Broomfield Park in Enfield, north London, we're helping to create a new area of wetland to address urban flood risk not far from our Edmonton manufacturing site. In Richmond Park in southwest London, we're improving water quality in a tributary to the River Thames by preventing polluted road run-off. Finally, in the Ham Fen nature reserve in Kent, we're supporting a project to restore one of the last remaining areas of peat wetland in England. The projects are run in partnership with The Coca-Cola Company and funded by The Coca-Cola Foundation and delivered by local environmental organisations Thames21, the South East Rivers Trust and the Kent Wildlife Trust.

Through these projects, we replenished 944.4 ML/y of water in Great Britain in 2018.



Sustainability Action Plan

